

Council on Postsecondary Education  
May 20, 2002

## 2002-03 Adult Education Budget

Action: The staff recommends that the council approve the adult education budget for 2002-03, authorizing allocation of \$11,648,637 of the \$12 million available in the Adult Education and Literacy Trust Fund for 2002-03 to support continued implementation of the adult education agenda.

In November 2000, the council approved a strategic agenda and nine-point plan for adult education in Kentucky. (See page 33 for results to date.) The 2002-03 budget continues the implementation of that plan and focuses on workforce training, statewide technology, family literacy, and continued improvements in base funding efforts. The council's action will release \$11,648,637 of the \$12 million available in the Adult Education and Literacy Trust Fund for 2002-03, contingent upon passage of a state budget for 2002-03.

The chart below summarizes the proposed allocations:

<b>Plan Components</b>	<b>Proposed 2002-03 Allocation</b>
1. Public Communication Campaign	\$ 500,000
2. New Opportunity Grants	Funded 2000-01
3. Economic Development and Workforce Training	\$ 1,000,000
4. Local Needs Assessment and Community Development	\$ 200,000
5. Professional Development	\$ 1,106,037
6. Statewide Information Technology and Distance Learning	\$ 852,600
7. Tuition Discounts and Employer Tax Credits	\$ 150,000
8. Statewide Competency-Based Assessment and Certification for Workplace Skills	Funded 2001-02
9. Base Funding, Rewards, Audits, Research, and Family Literacy	\$ 7,840,000
<b>Total Proposed Allocation</b>	<b>\$ 11,648,637</b>

### Public Communication Campaign

**\$ 500,000**

Advertising agency red7e and public relations partner Guthrie/Mayes are leading the campaign along with the assistance of an oversight committee and a group of campaign partners. For

2002-03, \$500,000 of adult education trust funds will continue the campaign built on “Education Pays.”

To date, the campaign consists of three phases. Phase one began in May 2001 with “Go GED” rallies in Lexington and Louisville targeting 17,000 Kentuckians who had taken the GED but have not passed all sections of the test. Phase two, which began in September 2001, focused on literacy and the importance of postsecondary education and life-long learning. Phase three urges middle and high school students to stay in school and promotes the adult education website (KYVAE.org) and the Workforce Alliance.

### **New Opportunity Grants**

**No new funds**

New Opportunity Grants fund pilot adult education programs that may be replicable in other localities or serve as statewide delivery models. Nine grants were awarded in spring 2001. Programs will be evaluated upon completion in 2003. No additional funding is requested in 2002-03.

### **Economic Development and Workforce Training**

**\$ 1,000,000**

Learning at work is the focus of this initiative. Guided by the Workforce Alliance, the goal is to enroll 24,000 workers by 2002-03 in basic skills and technical training courses offered through distance learning technologies and on site. The alliance consists of representatives of the Economic Development Cabinet, Workforce Development Cabinet, and postsecondary education working together to increase effectiveness and avoid duplication. \$1 million is requested for 2002-03.

### **Local Needs Assessment and Community Development**

**\$ 200,000**

In conjunction with the public communication campaign, ten communities received \$20,000 for local needs assessment and community development in 2001-02. The communities are encouraged to form P-16 councils and to increase participation in education programs at all levels. Strategic plans are due to the council staff in fall 2002. The communities were chosen based on low levels of literacy, high drop out rates, the demonstrated strength and leadership of the adult education program, participation in GEAR UP Kentucky, geographic distribution, county population, and proximity to media markets. For 2002-03, \$200,000 is requested to add more communities to the program.

### **Professional Development**

**\$ 1,106,037**

A statewide professional development plan will train more than 900 full- and part-time educators to serve an increasing number of adult learners. Implementation of the plan will be coordinated by:

- The Adult Education Academy for Professional Development located at Morehead State University (\$597,692).
- The Kentucky Adult Education Literacy Institute located with the Collaborative Center for Literacy Development, University of Kentucky (\$358,345).

- The Kentucky Institute for Family Literacy located with the National Center for Family Literacy, Louisville (\$150,000).

These entities will work closely with the Department for Adult Education and Literacy, Kentucky's postsecondary education institutions, and Kentucky Educational Television. The total allocation requested for 2002-03 is \$1,106,037.

### **Statewide Information Technology and Distance Learning** **\$ 852,600**

A first for the nation, the Kentucky Virtual University and Virtual Library provide a centralized Web-based system for adult educators and learners: <http://www.kyvae.org/> available 24 hours a day, 365 days a year at no cost to the user. A resource hub for adult educators provides 32 databases, 4,000 journals, and links to 1,500 participating libraries. The system hosts Web-based curriculum products, assessment modules, and testing components, all aligned to national standards. Adults can sign on, take a test to measure basic skills, and then be directed to specific parts of a training package to get what they need. They can get help from a call center if needed. An allocation of \$852,600 is requested for 2002-03.

### **Tuition Discounts and Employer Tax Credits** **\$ 150,000**

Tax credits up to \$1,250 are available to businesses that provide their employees five hours of paid release time to study for the GED. Full-time employees who complete the GED tests within one year are eligible for tuition discounts of up to \$250 per semester up to four semesters. \$150,000 is requested for 2002-03.

### **Statewide Competency-Based Assessment and Certification for Workplace Skills** **No new funds**

Adult learners enrolled in adult education programs have access to two skills assessment instruments to measure competencies related to workplace skills. The Kentucky Manufacturing Skills Standards assesses skills related to manufacturing jobs. ACT WorkKeys compares the skills needed to perform a job with the skills an individual possesses in mathematics, locating information, and reading for information. These areas are scored according to the skills needed in occupations listed in ACT's WorkKeys database of over 6,000 job profiles. Programs will continue to use the Test of Adult Basic Education for placement and enrollment purposes. Approved allocations from 2001-02 continue to fund this initiative.

### **Base Funding, Rewards, Audits, Research, and Family Literacy** **\$ 7,840,000**

#### Base Funding \$ 4,600,000

An allocation of \$4.6 million in base funding is requested to further close the gap between better funded and less-well funded counties. Funding is allocated by formula, based on the numbers of citizens at low literacy levels.

#### Rewards

\$ 900,000

To qualify for a reward, programs must meet or exceed annual enrollment goals and a percentage of the key indicators of performance. Based on previous years' performances, \$900,000 is requested in reward funds for 2002-03.

#### Audits

\$ 240,000

Twenty-four adult education programs are audited yearly at a maximum of \$10,000 each.

#### Research

\$ 100,000

Research initiatives are underway to assess specific literacy challenges in rural Kentucky and to develop reading content for on-line curricula. Research also is needed to determine how well GED recipients are prepared for postsecondary education. This will guide adult education curricula alignment with postsecondary education.

#### Family Literacy

\$ 2,000,000

As of July 2001, funding for family literacy programs is available in every county in Kentucky. Two million dollars is requested for family literacy in 2002-03, allocated to the county providers by formula based on educational need. The goal is to break the cycle of undereducation and poverty by increasing family literacy enrollment and participation to 5,000 families by 2004.

Staff preparation by Cheryl D. King and Ben Boggs

## **The Agenda for Adult Education in Kentucky**

### **The Results**

- Enrollment in adult education programs hit a record high of 62,734 in fiscal year 2000-01. This is a 23 percent increase from the previous year and surpasses the goal of 60,000. The goal for 2002-03 is 75,000; for 2003-04 it is 100,000.
- The “Go GED” campaign motivated more people than ever to take the GED tests. An all time high of 19,316 people took the tests in 2000-01, compared to 16,947 the previous year, a 14 percent increase. Even better, 13,939 people passed the GED tests, compared to 12,553 the previous year, an 11 percent increase. Kentucky ranks third in the nation in the increase in GED completions.
- The momentum for the GED continues this fiscal year. From July through December 2001, 18,305 people took the GED tests, compared to 9,045 the first six months of fiscal year 2000-01. This is a 102 percent increase! The number passing the GED also sets a record for the six month period with 12,169 people passing, compared to 6,827 in the first six months of 2000, a 78 percent increase.
- The percentage of adults age 25 or older without a high school diploma decreased from 25 percent in 1990 to 21 percent in 2000. The national average is 16 percent.
- The percentage of GED graduates entering postsecondary education is also improving. Of the 1999 GED graduates, 17 percent enrolled in postsecondary education within two years, a five percent increase over the 1998 graduates.
- More than 11,000 employees enrolled in workforce alliance programs last year. The new employer tax credit program is gaining popularity, with three employers participating and 21 employees signed on to study for the GED during paid work time. Two “Skill Mobiles,” complete with ten-station computer labs with wireless internet service, are popular with employers.
- Only six months old, the adult education website KYVAE.org, through the KYVU/VL is a “hit.” More than 8,000 instructors and students visited the site in January, with 147,039 recorded hits. The call center responds to questions seven days a week to help instructors and adult learners better navigate the site.
- Parents at low levels of literacy and their children can now participate in family literacy programs in every Kentucky county. Only one other state in the nation supports family literacy to this degree. More than 1,300 adults enrolled in family literacy last year. It is expected that 3,400 families will participate this year, increasing to 5,000 families by 2004.
- A new base funding model was implemented in 2000 that equalizes funding among counties based on the number of people at low levels of literacy.

- County programs are eligible for monetary rewards if enrollment and performance goals are met or exceeded. Eighty-six counties met their goals and shared \$741,000 last year.
- As part of the “Go Higher” communication campaign, ten communities received \$20,000 each as a designated Model Community. Every community will form a P-16 council, conduct a local education needs assessment, and create a strategic plan to be presented to the council in 2002.